



Hôtel de Glace

Press release

For immediate release

The Hôtel de Glace 2010

The art of the moment

Sainte-Catherine-de-la-Jacques-Cartier, December 8, 2009 - Finally, the Hôtel de Glace unveils its programming and news for the 2010 season. It is from January 4 to April 4, 2010 that the 10th anniversary celebrations will be held, a chance to live a unique and magical experience. Whether for sleeping, visiting, take a corporate event, or get married, the Hôtel de Glace is the place to be this winter.

Like every year, the creative team has developed a new theme that serves as inspiration for developing the designs of the Hôtel de Glace. "The visit is a unique experience. Real foray into the heart of winter, it expresses the complexity of water through its translucency and the various textures of snow and ice. It is a living work that is constantly changing and that becomes the art of the moment." describes Serge Peloquin, Artistic Director of the Hôtel de Glace.

"The big news this year is unquestionably the igloo, which evokes an act of memory, honoring our northern roots. The expertise department of the Hôtel de Glace innovates once again by creating an igloo 25 feet high and 40 feet in diameter. Unheard of! This igloo is a media room where projections, conferences, exhibitions and demonstrations will follow. This range of activities will be dedicated to the Hôtel de Glace's 10 years, and the universe nordicity and ice. "Said Jacques Desbois, CEO of the Hôtel de Glace.

The ice Grand Slide *The North Face* is back to delight young and old! More impressive than ever, it will be 9 feet high and 53 feet long and recalls the northern mountain ranges.

Events Calendar

For the first time since 2001, the Hôtel de Glace has developed a very special event programming for its 10 years. Moreover, several individuals and organizations have decided to join the party: the explorer Jean Lemire and Maxime Jean and also *Équiterre* just to name a few. It's an event not to be missed and names to watch:

- January 21: Great opening night of the Hôtel de Glace;
- January 28 to 31: Ice Adventure;
- February 4 to 7: Ice People;
- February 11 to 14: Quebec's Nordicity;
- 11 February to 7 March: *Nordic Arts and Life Festival*

A cool night, but never cold

Each year, more than 4,000 people live the unique experience of a night at the Hôtel de Glace. As ice and snow form an outstanding thermal insulation, the temperature in the room never drops below minus five degrees Celsius, whatever the outside temperature. Mattresses and sleeping bags cozy based on a magnificent pedestal of ice. Sleep is to experience ultimate Nordic!

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